A FULL LINE OF VEHICLES DESIGNED TO INSPIRE AND EXHILARATE

2015 SPORTAGE

All information contained herein was based upon the latest available information at the time of printing. Descriptions are believed to be correct, and Kia Motors America makes every effort to ensure accuracy, however accuracy cannot be guaranteed. From time to time, Kia Motors America may need to update or make changes to the vehicle features and other vehicle information reported in this brochure. Some vehicles shown may include optional equipment. All video and camera screens shown in this brochure are simulated. Kia Motors America, by the publication and dissemination of this material, does not create any warranties, either express or implied, to any Kia products. See your Kia retailer for further details concerning available limited warranties. ©2014 Kia Motors America, Inc. Reproduction of the contents of this material without the expressed written approval of Kia Motors America, Inc. is prohibited.
With a combination of the latest available amenities, outstanding performance, and advanced safety systems, the 2015 Sportage is the ideal compact crossover. For exceptional comfort and convenience, available features include ventilated front seats,* a panoramic sunroof,* and UVO eServices† Infotainment System with voice-command navigation.† Sportage SX† model’s performance is equally impressive, thanks to the 260-horsepower, turbocharged, 2.0L Gasoline Direct Injection (GDI) I4 engine. For your peace of mind, Sportage is equipped with a wide range of safety systems,‡ including a Traction Control System (TCS) and Electronic Stability Control (ESC). 2014 Sportage has also been recognized for class-leading quality, with J.D. Power recently ranking it “Highest in Initial Quality in the Small SUV segment, in a Tie, Two Years in a Row.”2

1, 2 *See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims, †SX trim will be available 1st Quarter of 2015, ‡No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. Cover: EX WITH PREMIUM PACKAGE SHOWN. This page: SX WITH LUXURY PACKAGE SHOWN. Presenting the ideal compact crossover

For the 2014 Sportage

“HIGHEST RANKED SMALL SUV IN INITIAL QUALITY IN A TIE, TWO YEARS IN A ROW.” FOR THE 2014 SPORTAGE
Where style meets comfort

Sportage provides spacious seating for five adults, and with plenty of headroom and legroom, everyone can relax and enjoy the drive. A sleek, contemporary instrument panel highlights the impressive interior styling. Thoughtfully designed features that include a power-adjustable driver’s seat on EX and SX, and available leather seat trim* allow you to travel in all-day comfort.

VENTILATED FRONT SEATS You’ll stay cool on hot summer afternoons, thanks to available ventilated driver and front-passenger seats that circulate air through perforations in the seat leather.

HEATED FRONT SEATS For cold-weather comfort, Sportage EX and SX feature heated front seats.

DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL On the EX and SX, it allows the driver and front passenger to create their own comfort zones by adjusting their own temperature settings. Rear vents provide direct airflow to rear passengers.

*See Features page for availability. Not all optional features are available on all trims. Images shown for illustration only. EX WITH PREMIUM PACKAGE SHOWN.
Sportage is equipped with technologically advanced features that just might make driving the highlight of your day. Available features, including a voice-command navigation system* with Rear-Camera Display,3* a Back-Up Warning System,3* and push-button start,* are designed to provide an unsurpassed level of control and convenience.

3, 4, 5, 6, * See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Images shown for illustration only. EX WITH PREMIUM PACKAGE SHOWN.

3. REAR-CAMERA DISPLAY* This available feature helps you see things behind your vehicle that you might not see by looking over your shoulder.

4. BACK-UP WARNING SYSTEM* An available sonar system is concealed in the rear bumper. When you back up, an audible warning is given if the system detects objects behind your vehicle.

5. PUSH-BUTTON START* Start or stop the engine at the push of a button with the available Smart Key remote, even with the key fob in your pocket or purse.

6. POWER-FOLDING OUTSIDE MIRRORS* Easily fold the available power, folding outside mirrors in or out using a door-mounted control or the key fob.

The power of advanced technology working for you

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5. USB/AUXILIARY MP3 JACKS Now you have the freedom to listen to your favorite tunes from your own music library. An accessory cable, sold separately, integrates your iPod® mobile digital device5 with the audio-system controls.

6. SIRIUSXM® SATELLITE RADIO4 Enjoy 150 channels of commercial-free music, sports, and news in your Kia during your 3-month SiriusXM All Access trial, which also includes 160+ channels on your computer, smartphone, and tablet.

BLUETOOTH® WIRELESS TECHNOLOGY6 Enjoy streaming audio when using a compatible Bluetooth® wireless technology-enabled device.

TRIP COMPUTER* An available trip computer is designed to give you instant access to valuable information such as fuel efficiency and remaining fuel range.
ADVANCED VOICE RECOGNITION
UVO eServices’ advanced voice-recognition technology lets you conveniently manage your music and enjoy hands-free use of your phone — with simple, intuitive verbal commands.

MY POINTS OF INTEREST
UVO eServices allows you to use a web-enabled computer to send locations that you find on Google Maps™ mapping service to the navigation system for route guidance.

PARKING MINDER
Parking Minder can record your vehicle’s location wherever you park. Then you can use your compatible smartphone to help find your car. It also lets you take pictures of the surrounding area for reference, write a reminder note, or set an alarm if you’ve parked at a meter.

911 CONNECT
In the event that an airbag is deployed, 911 Connect automatically initiates a call to emergency services. In some circumstances, UVO eServices can also transmit your vehicle’s location to the emergency-services operator.

ENHANCED ROADSIDE ASSIST
You can call for roadside assistance by touching an icon on the smartphone app screen. UVO eServices then sends your location to the Call Center and connects you to an operator.

VEHICLE DIAGNOSTICS
Vehicle Diagnostics automatically triggers checks if the system detects a critical powertrain issue, alerting you to schedule an appointment or request roadside assistance. You may perform a diagnostics check at any time or schedule checks on a regular basis.

UVO eSERVICES APP
An available free app allows you to integrate your compatible smartphone with your vehicle — and make the most of UVO eServices. This app can be downloaded at the App Store and Google Play Store.

MY CAR ZONE
My Car Zone provides Curfew, Speed and Geo-Fence alerts based on your targeted presets. You may also use the touch screen to check the driving history of preset violations for curfew time, speed limit, or geographical radius parameters.

eSERVICES GUIDE
To learn more about UVO eServices’ features, you may access an automated user manual by using the touch screen on the vehicle.

VOICE-COMMAND NAVIGATION
The available voice-command navigation system has a vivid 7-inch color screen and delivers continuously updated highway conditions from SiriusXM Traffic.

MYUVO.COM WEB/MOBILE
MyUVO.com lets you check Vehicle Diagnostics and schedule appointments with your preferred or nearby Kia retailer using your home computer or mobile device.

It’s nice to be well connected

UVO — short for “your voice.” Sportage is available with the innovative UVO eServices Infotainment System with voice-command navigation. It provides you with an easy, hands-free way to connect to your vehicle by seamlessly integrating your compatible smartphone with your Sportage. UVO eServices also lets you stream music and gives you a digital library to store your favorite songs.

Its many advanced capabilities include the ability to connect with 911 Connect or Enhanced Roadside Assist, and monitor maintenance requirements with Vehicle Diagnostics. Additionally, there are no subscription fees to enjoy all these benefits.

1, 4, 7, 8, 9, 10, 11, 12, 13 See Features and Specifications pages for availability and endnotes. Not all optional features are available on all trims. Actual component appearance may vary. UVO eSERVICES INFOTAINMENT SYSTEM WITH VOICE-COMMAND NAVIGATION SHOWN.
Enjoy room with a view

Sportage is roomy and versatile. The 60/40 split-folding rear seat easily reconfigures to create abundant cargo space. Numerous compartments help you keep your personal items readily at hand. A tilt-and-slide panoramic sunroof is also available, allowing you to enjoy a feeling of spaciousness and filling the cabin with fresh air.

1. RECLINING 60/40 REAR SEAT The rear seat reclines into two positions, and easily folds down in a 60/40 split to provide comfort and versatility.

2. COOLING GLOVE BOX Along with providing a spot to carry small items, Sportage EX and SX feature a cooling glove box that lets you keep refreshments chilled.

3. CONVENIENT CONSOLE The center console features a large storage area, where personal items can be kept close at hand, and includes illuminated cupholders. The lid serves as a comfortable padded armrest.

14, * See Features and Specifications pages for availability and endnote. Not all optional features are available on all trims. Images shown for illustration only. EX WITH PREMIUM PACKAGE SHOWN.

CONCEALED STORAGE A spacious compartment hidden beneath the cargo floor provides plenty of room for all kinds of equipment. The removable tray keeps any loose items neatly organized.
Dynamic performance

Sportage is engineered for outstanding performance. Sportage LX and EX have strong acceleration, thanks to their 182-horsepower^1 2.4L Gasoline Direct Injection (GDI) I4 engine. Sportage SX, with a turbocharged 260-horsepower 2.0L GDI I4 engine, delivers even more driving excitement. A compact design and four-wheel independent suspension provide sporty handling, along with a remarkably smooth, comfortable ride.

All-Wheel Drive

Sportage has front-wheel or available Dynamic™ all-wheel drive. The AWD system uses electronic sensors to monitor road conditions and, for enhanced traction and control, then helps to distribute power to the appropriate wheels.

Smooth, Precise Handling

A four-wheel independent suspension features High-Performance Dampers, front MacPherson struts, and a rear multi-link design for a combination of smooth performance and precise handling.

Sportmatic® Transmission

A 6-speed automatic transmission provides smooth, virtually seamless shifting. Its Sportmatic® design allows you to choose either the automatic mode or, for a sportier driving experience, clutch-free manual shifting.

HID Headlights

SX features LED daytime running lights and Xenon High-Intensity Discharge (HID) headlights for bright, crisp lighting. LX and EX are equipped with stylish front LED accent lights.

^1 16, 17 See Specifications page for endnotes. SX WITH LUXURY PACKAGE SHOWN.
Safety systems help add peace of mind in certain situations. That’s why all Sportage models are equipped with advanced safety systems engineered to help you maintain control, even in challenging road conditions and in some emergency situations. They function automatically, leaving you free to focus on the road.

**Safety systems:**
- **BRAKE ASSIST SYSTEM (BAS)** If BAS detects emergency braking, based on how quickly you step on the brake pedal, it instantly applies full braking force, which helps shorten your overall stopping distance.
- **TRACTION CONTROL SYSTEM (TCS)** When TCS senses wheelspin during vehicle acceleration, it uses engine power and brake force to help transfer power to the wheels that have the most traction.
- **ELECTRONIC STABILITY CONTROL (ESC)** ESC monitors your vehicle’s response during emergency maneuvers. It can then control the engine and brakes to help keep your Sportage on course.
- **HILL-START ASSIST CONTROL (HAC)** To help keep you from rolling backward when starting off on a steep hill, HAC automatically holds the brake pressure for two seconds after you take your foot off the brake pedal.
- **DOWNHILL BRAKE CONTROL (DBC)** When descending a steep slope, the DBC system automatically maintains a steady speed without the need for you to step on the accelerator or brake pedals.
- **ELECTRONIC BRAKE-FORCE DISTRIBUTION (EBD)** To help maintain more consistent braking as vehicle loads and weight distribution change, EBD adjusts the front-to-rear balance of brake pressure.

Advanced safety systems to help handle unexpected conditions

†No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. EX WITH PREMIUM PACKAGE SHOWN.
Sportage is equipped with passive safety systems designed to help minimize injury when certain traffic accidents are unavoidable. Dual front airbags, front seat-mounted side airbags, and side curtain airbags for both front and rear seating positions are managed by an advanced sensor system that can even respond in certain rollover situations. 

No system, no matter how advanced, can compensate for all driver errors, driving conditions, accidents, and/or injury. Always drive responsibly. Inflated airbags and images are shown for illustration only. See Specifications page for endnote. EX With Premium Package shown.

**AIRBAG & SEAT-BELT SENSORS**

This advanced system monitors the severity of certain impacts, the presence of a front passenger, and seat-belt use, and then controls airbag inflation accordingly.

**ROLLOVER SENSOR**
If the airbag sensors detect an impending rollover, this system can deploy the side airbags, side curtain airbags, and seat-belt pretensioners.

**FRONT ACTIVE HEADRESTS**
In the event of certain rear collisions, the active headrests move forward, helping to reduce the likelihood of injuries in some situations.

**FRONT SEAT-BELT PRETENSIONERS**
Pretensioners have been designed to tighten the front seat belts in the event of certain collisions. This helps to reduce the likelihood of injuries in some situations.

**HEIGHT-ADJUSTABLE SEAT-BELT ANCHORS**
The front, height-adjustable seat-belt anchors allow the driver and front-passenger seat belts to be raised and lowered for a proper fit.

**SIDE-IMPACT DOOR BEAMS**
All doors are reinforced with steel beams to help absorb impact energy and deflect side-impact forces. The A and B pillars are also reinforced to help strengthen the body of the vehicle.

**FRONT & REAR CRUMPLE ZONES**
Front and rear crumple zones are specifically engineered to help absorb and dissipate impact energy, helping to preserve the structural integrity of the passenger compartment in certain collisions.

**LATCH SYSTEM**
The Lower Anchors and Tethers for Children (LATCH) system is standard and makes it easier to securely install a compatible child seat at either end of the rear seat.
COMPELLING DESIGN
Kia vehicles have captured worldwide attention for their interior and exterior styling, which represents the collaborative work of designers who have created a look that makes every Kia recognizable at first sight. Today, the lineup consists of vehicles that fill owners, as well as Kia's designers, with pride.

INDUSTRY-LEADING WARRANTY PROGRAM
Kia engineers are passionate about producing vehicles that are exceptionally well designed and reliable. Their dedication to quality and attention to detail give Kia the confidence to back every model with an industry-leading warranty program.

- 10-year/100,000-mile limited powertrain warranty
- 5-year/60,000-mile limited basic warranty
- 5-year/100,000-mile limited anti-perforation warranty
- 5-year/60,000-mile 24-hour roadside assistance

DONORSCHOOSE.ORG
Kia is committed to providing assistance to those in need. That's why Kia became the first car company to partner with DonorsChoose.org, an online charity that allows organizations and individuals to donate to classrooms in need. Together with thousands of citizen philanthropists, Kia has raised more than $5 million to fund more than 10,000 projects across all 50 US states, impacting more than 1.5 million high-need public school students in just two years.

COMMITMENT TO AMERICA
Kia Motors has invested over $1.1 billion in its manufacturing plant in West Point, Georgia. Utilizing the latest manufacturing processes and state-of-the-art robotics, the plant recently produced its one-millionth vehicle after less than four years of operation. The Sorento crossover and certain Optima midsize sedans are currently being assembled at this plant. Together with on-site and local suppliers, the Georgia facility is responsible for the creation of more than 14,000 jobs in West Point and the surrounding area. It’s all part of Kia Motors’ commitment to America — a commitment that is sure to grow and strengthen in the years ahead.

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PACKAGES

**LX UVO PACKAGE***
1. UVO eServices® Infotainment System w/Rear-Camera Display®
2. Auto light control

**LX POPULAR PACKAGE***
1. Roof rail
2. Rear spoiler
3. Outside mirrors w/LED turn-signal indicators
4. Visor-mirror illumination
5. 2nd-row armrest w/cupholders (not shown)
6. Trip computer (not shown)

**EX PREMIUM PACKAGE**
1. Panoramic sunroof
2. Leather seat trim
3. Ventilated front seats
4. Push-button start w/Smart Key
5. Navigation w/SiriusXM® Traffic
6. Power-folding outside mirrors
7. Auto-dimming rearview mirror w/HomeLink®
8. Back-Up Warning System

**SX LUXURY PACKAGE**
1. Panoramic sunroof
2. Leather seat trim
3. Ventilated front seats
4. Auto-dimming rearview mirror w/HomeLink®

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**EXTERIOR COLORS**

- G = GRAY INTERIOR, BK = BLACK INTERIOR

**INTERIOR COLORS**

- Optional

ACTUAL EXTERIOR AND INTERIOR COLORS MAY VARY FROM PRINTED BROCHURE.
182 hp @ 6,000 rpm,15 Gasoline Direct Injection (GDI) Gasoline Direct Injection (GDI) 11.3:1,15 Compression ratio 41.4 in./37.9 in. 41.4 in./37.9 in. 28.2 degrees 28.2 degrees 6.8 in. 6.8 in. 53.7 in./49.1 in. 53.7 in./49.1 in. 174.8 in. 175.2 in. 103.9 in. 103.9 in. 11.8 in. discs (FWD/AWD) 11.8 in. discs (FWD/AWD) 26. Fuel tank capacity (gallons) 54.6 cu. ft. 54.6 cu. ft. 13. For maximum protection, always wear your seat belt. No system, no matter how advanced, can replace the primary role of your seatbelt. Images shown for reference only. 17. Brakes are designed to work in coordination with antilock brake systems. If the antilock brake system is not working, a conventional brake is used to stop the vehicle. Images shown for reference only. 18. System monitors up to four sensors attached behind the driver and front passenger seats. Feature requires a mobile phone with Bluetooth® wireless technology. Images shown for reference only. 19. For maximum protection, always wear your seat belt. No system, no matter how advanced, can replace the primary role of your seatbelt. Images shown for reference only. 20. SiriusXM® Satellite Radio is available in the 48 contiguous United States and Canadian provinces. SiriusXM® radio service only available if you have a connected mobile phone. SiriusXM® radio service is subject to change. Sirius, Infinity, and all related marks are the trademarks of Sirius XM Radio Inc. ©2014 Sirius XM Radio Inc. All rights reserved. Kia reserves the right to substitute similar Genuine Kia parts. For maximum protection, always wear your seat belt. No system, no matter how advanced, can replace the primary role of your seatbelt. Images shown for reference only. 21. All trademarks and trade names are the property of their respective owners. All trademarks, logos, and service marks used in this publication are for identification purposes only and are the property of their respective owners. 22. Dual Continuously Variable Valve Timing (CVVT) technology, depending on vehicle version. 23. Based on EPA estimates. Actual mileage may vary with driving conditions, driving habits, and your vehicle's condition. 24. This Sport is a limited-run vehicle program including various warranties and sustainable attributes. Brands include: powertrain and the New Vehicle Limited Warranty, all warranties and roadside assistance for five years or 50,000 miles (whichever comes first), excluding the Vehicle and Multipurpose (MPV) and Multi-Purpose Activity Vehicle (MPAV) categories. 25. Kia Motor Corporation (KMC) and Kia Motors America (KMA) are the Sole Corporate Owners of Kia. The Kia wordmark is a registered trademark of Kia Motors Corporation. ©2014 Kia Motors Corporation. All rights reserved. 26. For maximum protection, always wear your seat belt. No system, no matter how advanced, can replace the primary role of your seatbelt. Images shown for reference only. 27. Torque, brake and mass are computed in pounds-feet (lb-ft). 28. For maximum protection, always wear your seat belt. No system, no matter how advanced, can replace the primary role of your seatbelt. Images shown for reference only. 29. Based on EPA estimates. Actual mileage may vary with driving conditions, driving habits, and your vehicle's condition.